



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

5813-115

Date of Issuance:

12/15/17

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Whip

Name and Address of Registrant (include ZIP Code):

Evelyn Lawson
Federal Registration Specialist
The Clorox Company
PO Box 493
Pleasanton, CA 94566

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

A. This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

Eric Miederhoff, Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Date:

12/15/17

2. You are required to comply with the data requirements described in the DCI identified below:
 - a. ADBAC GDCI-069105-30882
 - b. ADBAC GDCI-069105-1679
 - c. DDAC GDCI-069149-30869
 - d. DDAC GDCI-069149-0681
 - e. DDAC GDCI-069165-30870
 - f. DDAC GDCI-069165-1736
 - g. DDAC GDCI-069166-30875
 - h. DDAC GDCI-069166-1737

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. The data requirements for storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) are not satisfied. A one year study is required to satisfy these data requirements. You have 18 months from the date of registration to provide these data.
 4. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, “EPA Reg. No. 5813-115.”
 5. The following alternate brand names have been added to the product record:
 - “Clorox Scentiva Foaming Bathroom Cleaner₁”
 - “Clorox Scentiva Bathroom Disinfecting Foam Cleaner”
 - “Clorox Scentiva Bathroom Disinfecting Foamer”
 - “Clorox Scentiva Bathroom Disinfecting Foamer Aerosol”
 - “Clorox Scentiva Bathroom Foamer Aerosol”
 - “Clorox Scentiva Bathroom Foaming Cleaner”
 - “Clorox Scentiva Bathroom Foaming Disinfectant”
 6. Submit one copy of the final printed label for the record before you release the product for shipment.
- B. Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens Not on EPA-Registered Disinfectant Labels (“Guidance”), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:
1. You may make statements pertaining to emerging viral pathogens only through the following

communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all of the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 1. CDC Current Outbreak List for "U.S. Based Outbreaks" (www.cdc.gov/outbreaks),
 2. CDC Current Outbreak list for "Outbreaks Affecting International Travelers" with an "Alert" or "Advisory" classification (www.cdc.gov/outbreaks) (also released through the CDC's Health Alert Network (HAN) notification process),
 3. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page ([www.oie.int.wahis_2/public/wahid.php/Deaseinformation/WI](http://www.oie.int/wahis_2/public/wahid.php/Deaseinformation/WI))
 - b. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is enveloped or large, non-enveloped.
 - c. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE's publication per term B.3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term B.3. You must cease and remove all such non-label

communications intended for consumers no later than 24 months after the original publication of the outbreak per term B.3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms B.1 through B.4 above shall become immediately void and ineffective if registration for use against *Rotavirus and/or Rhinovirus* is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 8/16/2017
- Alternate CSF 1 dated 8/16/2017

If you have any questions, please contact Tara Flint via email at flint.tara@epa.gov or Eric Miederhoff at Miederhoff.eric@epa.gov.

Enclosure

Label identification

Whip, EPA Reg. No. 5813-XXX

RC315015

7:45 12/14/17

ACCEPTED

12/15/2017

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under

EPA Reg. No. 5813-115

Formatting notes

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&".

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

Highlighted text is new. Strike-through (text) means removed.

Whip

KEEP OUT OF REACH OF CHILDREN

WARNING: See back panel for additional precautionary statements.

[NET] [WT.] _____

ACTIVE INGREDIENTS:

n-Alkyl (50% C14, 40% C12, 10% C16)

dimethyl benzyl ammonium chloride0.13000%

Didecyl dimethyl ammonium chloride0.04875%

Octyl decyl dimethyl ammonium chloride. . .0.09750%

Diocetyl dimethyl ammonium chloride0.04875%

OTHER INGREDIENTS:99.67500%

TOTAL:100.00000%

Contains no phosphorus

This product must not result in the direct or indirect contamination of food products.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS & DOMESTIC ANIMALS

WARNING: Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Wear protective eye wear (safety glasses). Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing the eye. Call a poison control center or doctor for further treatment advice. Have the product container with you when calling a poison control center or doctor or going for treatment. Questions? Call 1-800-227-1860.

PHYSICAL HAZARDS: Flammable: Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 120 °F[ahrenheit] may cause bursting.

(Residential Use)

STORAGE AND DISPOSAL:

Store at temperatures below 120 °F[ahrenheit] in a locked storage area inaccessible to children and persons unfamiliar with its use. DO NOT PUNCTURE OR INCINERATE! Offer for recycling; if not available, discard empty container in trash. If partially filled: Call your local solid waste agency for disposal instructions.

Questions? Comments? Call toll-free 1-XXX-XXX-XXXX -or- **insert phone number**

www.clorox.com

For more product ingredient information, visit www.IngredientsInside.com.

Mfd. for The Clorox Company

1221 Broadway, Oakland, CA 94612

Clorox is a [registered] trademark of The Clorox Company

© YYYY Made in [the] U.S.A. [of global components -and/or- ingredients.]

EPA Reg. No. 5813-XXX

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), IL-2 (VF); 36994-IL-2 (UZ); 71681-IL-1 (03), IL-2 (24); 74216-IL-1 (WV); 81368-OH-1 (28)

Beginning of batch code indicates Est. No.

If only one EPA Est. No. listed on carton, use the format

EPA Est. No. _____

without plant code or “Beginning of batch code indicates Est. No.”

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.
 [Shake well.] For use on non-food contact surfaces only. For surfaces that may come in contact with food [such as countertops and high chairs], a potable water rinse is required. Do not use on glassware, utensils or dishes.

To Disinfect: Shake can and spray hard, nonporous surfaces 6 to 8 -or- 10 in[ches] from surface for 3-4 sec[onds] -or- until thoroughly wet. Surface must remain wet for 5 min[utes]. Wipe -and/or- Rinse. For highly soiled surfaces, clean excess dirt first.

To Sanitize [and to Clean]: Shake can and spray hard, nonporous surfaces 6 to 8 -or- 10 in[ches] from surface for 3-4 sec[onds] -or- until thoroughly wet. Surface must remain wet for 30 sec[onds]. Wipe -and/or- Rinse. For highly soiled surfaces, clean excess dirt first.

To control and prevent the growth of mildew:
 Spray surface until [thoroughly] wet and repeat every 7 days -or- once a week to prevent regrowth.

To Deodorize: Spray on [precleaned] surfaces as needed.

To Clean [and deodorize] [and remove soap scum]: Shake can and spray 6 to 8 -or- 10 in[ches] from surface to be cleaned -or- from surface for 3-4 sec[onds] -or- until thoroughly wet. [Allow foam to penetrate heavily soiled surfaces [for 30 sec[onds] -or- 2 min[utes].] Wipe -and/or- Rinse. Repeat as necessary.

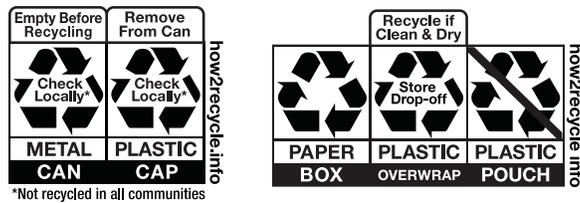
Environmental Text

[Important Facts about this product:]

- This can is made from an average of 25% -or- *insert number*% recycled steel (10% -or- *insert number*% post-consumer)

- Encourage your local authorities to establish a program to recycle this can
- [Please] Recycle empty container.

Optional Packaging Recycling Logos



Optional fruit graphics



Disinfecting/Sanitizing Claims¹¹

- 3 in 1: Disinfects, Cleans and Deodorizes¹⁰
- 3x Action: Cleans, Disinfects & Removes Soap Scum
- 30 sec[onds] is all it takes to kill [99.9% of] bacteria^[1]
- An effective disinfectant for use in the kitchen, bathroom, bedroom, and other areas
- Antibacterial -and/or- disinfecting foam[ing] [action]
- Antibacterial Formula Disinfects
- Antibacterial -or- Germicidal† [on hard, nonporous surfaces] [for Kitchens -and/or- Bathrooms]
- Antibacterial -or- Germicidal† [Formula]
- Antibacterial [spray -and/or- foam] [action] [formula]
- Antimicrobial
- Bactericidal
- [Bathroom -or- Restroom -and/or- Kitchen] disinfectant
- Broad Spectrum Hospital Disinfectant
- Clean[s] -and/or- sanitize[s] -and/or- disinfect[s] [up] [small] spills like **insert soil[s]/stains[s] from Table 4** [on and around the toilet]
- Cuts through bathroom grime including **insert soil[s]/stains[s] from Table 4**
- Disinfects & Deodorizes
- Disinfects against the following [organisms] -and/or- Virucidal† **insert disinfectant organism(s) from organism table**
- Disinfectant
- Disinfecting formula -and/or- spray -and/or- foam
- Disinfect[s]
- Disinfects and leaves your **insert use site[s] from Table 2** smelling fresh[!]
- Disinfects [Germs†]
- Disinfects the [busiest -and/or- [most] [touched -or- used] surfaces in your **insert use site[s] from Table 2**
- Disinfects the hardest to reach -and/or- dirtiest places in your **insert use site[s] from Table 2**
- Disinfects [washable] kitchen surfaces including killing [99.9% of] germs† -and/or- bacteria -and/or- viruses‡
- [Easily] cleans -and/or- removes [tough] **insert use site[s] from Table 2** dirt -and/or- soil -and/or- sanitizes -and/or- disinfects
- Easily cleans [tough] [bathroom -or- restroom] **insert soil[s]/stains[s] from Table 4** [and] [sanitizes -and/or- disinfects while sanitizing -and/or- disinfecting]
- Easily disinfect using aerosol spray -or- foam
- Easy -and/or- Convenient [way to clean -and/or- disinfect]
- [Fast-acting] Foam that clings -and/or- works -and/or- starts to work on contact
- Fragrance -or- Freshens -and/or- deodorizes [and leaves your bathroom smelling fresh][!]
- Germicidal†
- Germicidal† against the following [organisms][:] **insert disinfectant organism(s) from organism table**
- [Helps] Deodorize[s] -and/or- disinfects
- Kills 99.99% of bacteria¹
- Kills [99.9% of] viruses‡ and bacteria
- Kills [99.9% of] germs† [including [2009] H1N1 [Flu Virus]]
- Kills [99.9% of] [kitchen and/or- bathroom] bacteria
- Kills [99.9% of] **insert disinfectant organism(s) from organism table**
- Kills Avian Influenza virus§
- Kills bacteria -or- germs† -or- viruses‡ on washable kitchen -and/or- bathroom surfaces and fixtures
- Kills bacteria -or- viruses‡
- Kills cold & flu viruses⁴
- Kills Flu Virus^[5] [Influenza A virus]
- Kills Germs† -and/or- Flu Viruses⁵ [including [2009] H1N1]
- Kills [household] bacteria [without bleaching]
- Kills Influenza A virus [the virus that causes the [common] flu]
- Kills odor-causing bacteria [in the kitchen -or- bathroom]
- Kills -or- Destroys -or- Eliminates [99.99% of] bacteria on hard, nonporous surfaces [in 30 sec[onds]]^[1]
- Kills -or- Effective against [2009] H1N1 [Flu Virus]
- Kills Salmonella enterica [kitchen bacteria]
- Kills the following organisms[:] **insert disinfectant organism(s) from organism table**
- Leaves hard, nonporous surfaces sanitary -or- disinfected in 5 min[utes]
- Multi-purpose disinfectant [spray -and/or- foam]
- One-step disinfectant
- One-step sanitizer
- Provides broad spectrum kill of Gram negative and Gram positive microorganisms
- Pseudomonacidal²
- Ready to use disinfectant [aerosol [spray -and/or- foam[er]]]
- Ready to use formula provides disinfecting and deodorizing
- Sanitizes hard, nonporous surfaces in 30 sec[onds]^[1]
- Staphylocidal³
- [This product] deodorizes and disinfects hard, nonporous surfaces [in **insert use site(s) from Table 2** -and/or- on **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- [This product] is a disinfectant that disinfects, and deodorizes in one labor saving step when disinfecting directions are followed
- This product is a Broad Spectrum disinfectant, bactericide according to the EPA Germicidal Spray Products test method
- [This product] Kills 99.9% of bacteria & viruses‡
- [This product] Kills bacteria, viruses‡
- This product kills germs† -or- Kills -or- Disinfects against the following bacteria -and/or- viruses‡ **insert disinfectant organism(s) from organism table**
- [This product] Kills germs† throughout the kitchen -or- **insert use site(s) from Table 2** on hard, nonporous surfaces plus controls mold growth
- [This product] Kills the following [organisms][:] **insert disinfectant organism(s) from organism table**
- This product meets the EPA's Germicidal Spray Product Test efficacy standards for hospital disinfectants
- [This product] will disinfect hard, nonporous surfaces [including **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**] [in **use site(s) from Table 2**]
- [Thoroughly] Cleans -and/or- shines -and/or- disinfects -and/or- sanitizes
- Use [this product] to disinfect nonporous surfaces **insert surface(s) from Tables 1** -and/or- **insert surface material(s) from Table 3**
- Virucidal†
- [Virucidal†] Bactericidal -and/or- Pseudomonacidal² -and/or- Deodorizer

Emerging Viral Pathogen Claims

Product name -or- this product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral categories:

<i>For an emerging viral pathogen that is a/an..</i>	<i>..follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Rotavirus
Large, non-enveloped virus	Rhinovirus

Product name -or- this product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, nonporous surfaces. Therefore, **product name** -or- this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name** of supporting virus(es) on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **Product name** -or- this product kills similar viruses and therefore can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Mildew Claims

- Controls [and] [prevents] mildew growth
- Inhibits -or- Controls -or- Prevents mold -and/or- mildew
- Prevents the growth of mildew
- Re-treat fabrics every 14 days [to prevent mildew regrowth]
- [This product] controls mold growth on soft surfaces
- This product inhibits growth of mold
- [This product] controls mold growth on fabric.
- [This product] inhibits -or- prevents -or- controls mold and mildew on fabrics [including curtains, mattress surfaces and upholstery.]

Disinfectant Organisms

Bacteria	Strain and/or ATCC	Contact Time
Campylobacter jejuni	[ATCC 29428]	5 min[utes]
Escherichia coli O157:H7	[ATCC 35150]	5 min[utes]
Methicillin-Resistant Staphylococcus aureus (MRSA)	[ATCC 33592]	5 min[utes]
Pseudomonas aeruginosa	[ATCC 15442]	5 min[utes]
Salmonella enterica	[ATCC 10708]	5 min[utes]
Shigella dysenteriae	[ATCC 11835]	5 min[utes]
Staphylococcus aureus	[ATCC 6538]	5 min[utes]
Streptococcus pyogenes	[ATCC 19615]	5 min[utes]
Viruses Enveloped	Strain and/or ATCC	Contact Time
‡2009-H1N1 Influenza A Virus (Novel H1N1)	[Strain A/Mexico/4108/2009, CDC #2009712192]	5 min[utes]
‡Avian Influenza [Type A] Virus (H5N1)§	[Strain NIBRG-14, CDC #2006719965]	5 min[utes]
‡Avian Influenza A (H3N2) Virus§	[Strain A/North Carolina/13/2014]	5 min[utes]
‡Avian Influenza A (H7N9) Virus§	[Strain A/Anhui/1/2013, CDC]	5 min[utes]
‡Herpes Simplex Virus type 2	[ATCC VR-734, Strain G]	5 min[utes]
‡Influenza A Virus (H3N2)	[Strain A2/Hong Kong/8/68]	5 min[utes]
‡Influenza Virus [type] B	[Strain B/Lee/40]	5 min[utes]
‡Respiratory syncytial virus	[ATCC VR-26]	5 min[utes]
Viruses Large Non-Enveloped	Strain and/or ATCC	Contact Time
‡Rotavirus	[ATCC VR-2018] [Strain WA]	5 min[utes]
Viruses Small Non-Enveloped	Strain and/or ATCC	Contact Time
‡Rhinovirus [type] 37	[ATCC VR-1147] [Strain 151-1]	5 min[utes]

Sanitization Organisms

Bacteria	Strain and/or ATCC	Contact Time
Enterobacter aerogenes	[ATCC 13048]	30 sec[onds]
Escherichia coli O157:H7 (E.coli)	[ATCC 35150]	30 sec[onds]
Staphylococcus aureus	[ATCC 6538]	30 sec[onds]

Fungistat Organisms

Fungus (Hard Surface)	Strain and/or ATCC	Duration
Aspergillus niger	[ATCC 6275]	7 days
Fungus (Fabric)	Strain and/or ATCC	Duration
Aspergillus niger	[ATCC 6275]	14 days
Penicillium variable	[ATCC 32333]	14 days

General Claims

- 3 in 1: Removes⁶
- 3x cleaning [action]: cleans -or- removes soap scum, limescale and hard water stains
- 2 in 1: Cleans and Deodorizes
- 3x [cleaning] action: cleans, deodorizes, and freshens
- 4x cleaning action: cleans soap scum, mold stains, mildew stains, and tough -and/or- hard water stains
- **xxX** -or- **x%** faster soap scum removal⁸
- [Advanced foaming action] Powers through -and/or- penetrates -and/or- lifts -and/or- breaks down -and/or- dissolves tough messes -and/or- grime -and/or- soap scum [so you don't have to]
- [Bathroom] [Touch[-]up] for **insert use surface[s] from Table 1**
- Bleach-free **when used with Clorox® alternate brand name**
- Cleaning power from the brand trusted for over -or- more than 100 years
- Cleans **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Cleans -or- Powers through tough messes 2x faster -or- better⁸
- Cleans [tough] **insert soil[s]/stains[s] from Table 4**
- Clings longer to dissolve -or- tackle -or- cut through tough grime
- Clings, penetrates -and/or- dissolves -and/or- cuts through tough soils
- Clorox power in a [powerful -or- delightful] clinging foam
- Colorfast
- Contains no abrasives
- Contains no bleach
- Continuous [precise -or- controlled foaming action [coverage]
- Convenient
- Deodorize -and/or- Eliminate odor while you clean
- Deodorizer
- Deodorizes
- Dissolves Hard Water & Limescale stains
- Does not contain bleach **when used with Clorox® alternate brand name**
- Easy to use
- Eliminates -or- Removes [**insert use site(s) from Table 2**] odors
- Eliminates tough stains the first -or- 1st time
- Foam stays where you want it
- For use in homes
- For use on both white and colored hard, nonporous surfaces
- Formula for bathrooms -and/or- kitchens
- [Functional -and/or- Mega] Foam quickly goes to work for you -or- tackles your toughest tasks -or- does the work for you
- Gets into tight spaces to clean [ALL] the **insert soil[s]/stains[s] from Table 4**
- [Great] for everyday use [in the **insert use site(s) from Table 2**]
- Great for -or- in the Kitchen[s] -and/or- Bathroom[s] [too]
- [Intense] soap scum removal [on contact]
- Intense formula [power]
- Intense -or- magnified -or- consolidated power on soap scum
- Kitchen formula
- Leaves -or- makes surfaces sparkl[e][ing]/shin[e][y]/shin[e][ing] like new
- Lifts -or- Penetrates -or- Cuts -or- Powers through even the most stubborn bathroom **insert soil[s]/stains[s] from Table 4**
- Long lasting -and/or- lingering -and/or- enduring -and/or- [blooming] scent -or- freshness
- Low scrub -or- Low effort -or- No more hard scrubbing
- Made for kitchen surfaces and odors
- Made to [power through] [deep clean] tough soils
- Makes surfaces shin[e][y] -or- gleam[ing]
- Multi-Surface
- No build-up -and/or- residue[!]
- No harsh chemical fumes -or- odors -or- scent
- No mixing
- Non-scratch -or- non-abrasive [formula] [will not scratch surfaces]
- Non-Chlorine Formula: Will not bleach clothing or colored surfaces
- Penetrates and removes the toughest stains
- [Penetrating foam] Cleans hard to reach spots -or- stains
- [Pleasant -or- fresh] scent lasts -or- lingers [for] up to 4 hour[s]
- Powerful clean, inviting-or-invigorating-or-relaxing scents
- Powerful clean [, pleasant -or- soothing -or- unbeatable] scent
- Powerful foam penetrates -or- destroys -or- removes -or- cleans soap scum
- Powerful spray -or- foam attacks -or- lifts -or- cuts -or- powers through -or- penetrates -or- begins working on [tough] **insert soil[s]/stains[s] from Table 4** [immediately]
- Powers through -or- Cleans tough messes 2x faster -or- better
- Powers through tough grease and soap scum
- Remove odors & freshens [**insert use site(s) from Table 2**] [for a complete clean]
- Removes -or- cleans -or- destroys -or- eliminates -or- gets rid of -or- wipes out soap scum
- Removes -or- Dissolves -or- Destroys -or- Powers Through Soap Scum
- Removes -or- Dissolves -or- Destroys Soap Scum
- Remove -or- tackle -or- destroy -or- attack soap scum with intense -or- magnified -or- consolidated power
- Removes soap scum in [under] 1 min[ute] -or- 60 sec[onds]
- Removes tough odors and leaves a fresh scent behind
- Rust-free can
- Safe to -or- for use on **insert surface material(s) from Table 3**
- Saturates -or- Penetrates Cuts -or- Powers through soil to easily rinse away
- Spray, rinse, and admire the brilliant clean -and/or- shine
- [The] Clorox clean you trust with a scent you'll love
- The -or- A CLEAN that you trust with the -or- a SCENT that you love
- Triple action: removes⁷
- Will not harm most hard, nonporous surfaces
- Works great on grout & other tough-to-clean surfaces
- Works on grout -and/or- **insert surface(s) from Table 1**
- Works -or- Sprays from any -or- every angle

Deodorization Claims

- Deodorizer [for home Use]
- Deodorizes food odors [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Eliminates mold odor[s]
- Eliminates odors caused by bacteria [and non-fresh foods]
- Eliminates -or- reduces [kitchen] odors [in the trash can -or- recycling bin odors -or- smells] [caused by bacteria]
- Eliminates pet odors caused by bacteria
- Kills odor causing bacteria in the kitchen -or- bathroom
- Kills odor causing bacteria
- Kills -or- eliminates bacteria that cause [bad] odors
- [This product] deodorizes areas that are hard to keep fresh smelling, in the ***insert site(s) from Table 2***
- [This product] will deodorize hard, nonporous surfaces [including ***insert surface(s) from Table 1 -and/or- insert surface material(s) from Table 3***] [in ***use site(s) from Table 2***] [where obnoxious odors may develop]
- [This product] will deodorize surfaces in ***insert site(s) from Table 2***
- Removes -or- Eliminates odors

Dye & Scent Descriptors and Claims

- Fresh Brazilian Blossoms
- Fresh scent formula
- Fresh Scented
- Has a fresh scent -or- fragrance -or- smell
- Hawaiian Sunshine -or- Aloha
- Pacific Breeze and Coconut
- Tuscan Lavender and Jasmine

Table 1 Surfaces

appliance exterior[s] [surfaces]	elevator buttons	outdoor grill exteriors	toilet [flush] -and/or- telephone
appliance -or- cabinet knobs	exercise machines	outdoor -or- patio furniture	-and/or- cabinet -and/or-
bassinets	exterior -or- external toilet	oven doors	dishwasher -and/or- door
[bathroom] fixtures	-and/or- urinal surfaces	plastic laundry hampers	handles
[bathroom -and/or- kitchen]	exterior surfaces of	-or- baskets	toilet -and/or- urinal exterior[s]
faucet[s] -and/or- handles	urinals -and/or- toilets	plastic lawn chairs	[surfaces] -or- exterior toilet
[bath]tubs	faucets	plastic patio furniture	surfaces toilet[s] [handle
bed frames	[filing -and/or- medicine]	plastic shower curtains	-and/or- rims -and/or- seats
boats	cabinets	plastic surfaces associated with:	-and/or- tops]
booster chairs	fixtures	floors, walls, fixtures, toilets,	tools
burner trays	floors [around toilets]	urinals, sinks, shower rooms	towel dispensers
cabinets	furniture	and locker rooms	toy boxes
car interiors	freezer exteriors	playground equipment	[toy] storage bins
carts	garage surfaces	playpens	trailers
chairs	garbage -or- trash cans	portable toilet exteriors	[training] toilets
[clothes -and/or- diaper]	glazed ceramic restroom	range hoods	trash cans -or- compactors
hampers	surfaces	recycling bins	tray tables
coated ceilings	[hand]railings -or- rails	refrigerator door handles	vanity tops -or- vanities
[Common] hard, nonporous	high chairs (non-food contact)	refrigerator exterior[s]	vending machine surfaces
[household] surfaces	[kid's] play structures -and/or	shelves [and drawers]	walls
[computer] keyboards	equipment -and/or- furniture	shower[s] [curtains -and/or-	[washable] floors [including
cooler exteriors	-and/or- tables	doors -and/or- stalls	linoleum, no-wax, vinyl, and
counter[top][s]	[kitchen] appliance exteriors	-and/or- walls]	glazed ceramic tile]
cupboards	laminated surfaces	signs	[washable] kitchen surfaces
cribs	light fixtures -or- switches	similar hard, nonporous	[washable] walls
desk[s][tops]	-or- panels	surfaces except for those	washer[s] -and/or- dryer[s]
[diaper -or- infant] changing	lockers	excluded by the label	exterior[s]
tables -and/or- stations	[medicine] cabinets	sink[s] [basins]	washing machine exterior[s]
diaper pails	metal blinds	seats	wastebaskets
dining room -and/or- fast food	metal work benches	sports equipment	whirlpool tubs
restaurant surfaces -and/or-	microwave exterior	stall doors	window blinds -and/or- shades
tables	[mirror][s]	staplers	windshields
door[s] [handle[s] -and/or-	office machinery	stove[s][tops	
frame[s]]	office -or- bedroom -or-	table[s][tops]	
doorknobs	bedside furniture	[tele]phones	
drain boards	other telecommunication	[tiled] walls	
drawer pulls	equipment surfaces	tires	

Table 2 Use Sites

Automobiles	Kitchen[s]	Rental Cars
Basements	Laboratories	Rest Stops
Bathrooms	Laundromats	Restaurants
Bathroom -or- Locker Room Facilities	Laundry Rooms	Restrooms -or- Restroom Areas
Bedrooms	Lavatories	Retail businesses
Boats	Locker Rooms	RVs
Campers	Lodging Establishment	School Buses
Cars	Lounges	Schools
Churches	Malls	Ships
Colleges	Mobile Homes	Shopping Centers
Convenience Stores	Motels	Shops
Dens	Motor Homes	Shower Areas
Diaper -and/or- Infant Changing Areas	Mudrooms	Shower Rooms
Dorms	Office[s] [Buildings]	Sports Arenas
Dormitories	Pet Areas	Storage Rooms -and/or- Areas
Elevators	Play Areas -and/or- Rooms	Subways
Garages	Playgrounds	Toolsheds
[Garbage -and/or- Waste] Storage Areas	[Police -and/or- Fire] Vehicles	Transportation Terminals
Gas Stations	Produce Areas	Trolleys
Homes	Public Areas	Universities
Home Centers	Public Facilities	Vacation Homes
Hotels	Public Restrooms	
	Recreational Centers -or- Facilities	

Table 3 Surface Materials

baked enamel	glazed ceramic [tile]	Marlite® ^[AAA]	sealed granite
chrome	glazed porcelain [tiling -or- tile]	metal	stainless steel
crystal (non-food)	glazed tile	plastic [laminated]	synthetic marble
cultured marble	[hard] plastic -or- vinyl	Plexiglas® ^{□□□}	[vinyl] linoleum
Formica® ^[AA]	laminated	porcelain enamel	vinyl [tile]
glass	laminated glass	sealed fiberglass	

For other surfaces, spot test in an inconspicuous area.
 Not recommended for use on acrylic, brass, marble, or natural stone surfaces.

Table 4 Stain(s)/Soil(s)

bath tub rings	grime	misses	soil[s]
dirt	hairspray	shaving cream	toothpaste [stains]
drips	[hard water] stains	sink [stains]	water marks
grease	lipstick	soap scum	

Footnotes

- ¹ See sanitization bacteria
² Pseudomonas aeruginosa
³ Staphylococcus aureus, MRSA⁹
⁴ Rhinovirus, Influenza A virus, Influenza B virus, Respiratory Syncytial Virus
⁵ Influenza A virus (H3N2), Influenza Virus [type] B, 2009-H1N1 Influenza A Virus, Avian Influenza Virus (H5N1), Avian Influenza A (H3N2) Virus, Avian Influenza A (H7N9) Virus
⁶ **insert 3 of the following:** soap scum, hard water, limescale, & rust
⁷ **insert 3 of the following:** soap scum, hard water, grime, and limescale
⁸ vs. -or- than a wet sponge
⁹ Methicillin Resistant Staphylococcus Aureus
¹⁰ When disinfection directions for use are followed
¹¹ on hard, nonporous surfaces

- ‡ [Viruses]
§ Kills Avian Influenza virus on precleaned hard, nonporous surfaces
† Pseudomonas aeruginosa (Pseudomonas), Salmonella enterica (Salmonella), Staphylococcus aureus (Staph), **insert a virus from the Organism table (required for the qualified germs claim); then insert any other bacteria or virus desired from the Disinfection Organism table**
[^{XX}] Formica[®] is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates]
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Alternate Brand Names

- Clorox® Scentiva™ Foaming Bathroom Cleaner₁
- Clorox® Scentiva™ Bathroom Disinfecting Foam Cleaner
- Clorox® Scentiva™ Bathroom Disinfecting Foamer
- Clorox® Scentiva™ Bathroom Disinfecting Foamer Aerosol
- Clorox® Scentiva™ Bathroom Foamer Aerosol
- Clorox® Scentiva™ Bathroom Foaming Cleaner
- Clorox® Scentiva™ Bathroom Foaming Disinfectant